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ΞΠΦVΛ&ΛΠ ΦΠΦΤΦΛΤΦVΣ

ΠΟΙΛ

Long ago multi
chain mega stores
were established in
India especially in
South India that
proved a success
with masses on

account of better
price because of
scale and volume

Spencers,
Reliance fresh, Tata
Star city, More, Big
bazaar and many
more came into
business in the b2c
model. What tesco
and others were
overseas

Walmart and
few others walked in
on b2b model, and
will stay for they
restrict the
middleman
monopoly

That makes
better bargain for
the customer

Decade or so
on what was to be
protecting the ‘*street
subzi walla*’ who

had broken window panes as *goonda raj* the Spencers stores in Ghaziabad and few other places for veggies were available at a lower price

Government of the day looked the other way and Spencers pulled down their shutters in this market till

date, others survived by keeping the prices almost at par with street vendors where the Socialist model triumphed when it was rejected by those who had scripted Socialism

Corporate world with deep pockets and access to capital held on and are awaiting FDI

inflows, e-retailers are the virtual shop, like Amazon and others, thus there are four types of retailers for the consumer

Street or ghat (weekly) market, small & medium shops, organised multi large stores and the e-retail a click away

Psyche of each customer is different those who want to touch and feel before buying will never go to e-shop, those who like bargains go for hyper and retail chain stores to drive in. Comfort of buying each day like neighbourhood stores and the ghat market is the oldest mela & village

model except it has moved from batter system to money, which has and will always survive as the model is totally independent

Extensive study and information gathering over the years by sheer talking helped by pin-less card in the

last few years where sales staff who often ask, “are you working with us, a smile and answer it is money from one pocket to another” would convince that I was part of that chain, to dispel this perception my normal counter would be from being a share holder to be associated, I am for

the organised retail
and a promoter at
heart

My observation
is that the organised
stores are here to
stay and are still in
their infancy should
learn from stores
abroad and not
learn from mistakes

First our stores
have a very high
deliberate wastage

Products are kept till the last day and dumped, counters that have immediate consumption close to expiry are not updated a week from is 30% and even last day is same, and then put in waste

Stores were club members are to get a discount of

10% on all purchase are denied this advantage of 30 odd percent. This shows poor training

Abroad especially in Europe to far east chains have a very low wastage including perishables like milk and dairy, meat and veggies to bakery, stores keep on

encouraging and enhancing the offer against time, even going to extent of almost zero, buy one tetra pack of milk and get upto 5 free but consume it now

With some sort of reach to customer at hand by the chain stores offers be informed and at the store level it should

be encouraged, one has seen from butter, milk, juices to lentils etc going in dump and sold at street corners these expired items on cash and carry, either encouraged by management for they allow these hardly paid employees or the management is clueless and are not

bothered about this
almost deliberate
wastage, if checked
will go a long way in
enhancing the
bottom line and
better revenue

Middle man
margins are the root
of high prices, we all
know the price
difference from
mandi to final retail
subzi walla is many

times. Will to remove these middle men is not there, bulk buying from farmers directly will provide better and timely payment to farmers and better cheaper prices to consumer

The simple
***choice is happy
farmer and
consumer or happy***

***middle men and
high prices***

Its not Greek

Only made out to be
impossible

Think about.,.

Part 2

THE TELECOM WARS

1995 the dawn
of Mobile phones
and the cellular
technology is when
the author paid Rs.
1000/- by cheque to
a con-company
calling it self BPL...
to book phone in

Delhi, not knowing that the licence to BPL was not for Delhi circle. Later did have a BPL number good an easy number taken in Mumbai than Bombay. Sterling cellular that was Essar, later Hutch and now Vodafone number still maintained except moved from post-

paid to pre-paid that came much later after the start of mobile phones where Rs, 16.80 per minute, was billed for both incoming and outgoing there was no roaming so BPL in Bombay and Sterling in Delhi was the need. Hand sets costing around Rs.40 thousand, by Motorola, that I have

kept as a souvenir,
later came Siemen's
that was stolen and
my third Nokia all
three were
monochrome, sms
and voice only. later
exchanged for
upgraded color
Nokia with slider
and the works with
32 gb internal space.
Later as to
understand the level

of service and multi-use for reasons of better understanding the differences, if any

I have used brands like Aircel, Airtel, Mtnl, idea hutch and reliance in GSM technology

In CDMA space Tata indicom and MTS. As MVO being Virgin Mobile

COAI members more or less was the same and looked as one player where the choice or add on number was for novelty, signal requirement or usage segmentation. Pre-paid made the use almost free. Every handset change old set had a new service provider and number for use

at home or an add-on number like one number with few rupees balance, sim locked by password was used once a month or two for travel and dip at the Ganges, if lost no-problem

When three players Reliance, Tata and Shyam that later became

MTS came in the
Cross definition
multiple access
technology
developed by
Qualcomm, a United
States Company
with royalty. I had
written to COAI duly
acknowledged by
Director General on
issues with GSM
example was Hutch
and was promptly
addressed by the

company and I remain with the same number from 1996-97 except moving from post-paid to pre-paid when it was offered at the start of pre-paid

Reliance

cellular CDMA, Tata indicom CDMA and later MTS CDMA bought for better

technology but failed
as I had written then
due to three factors
:-

1. Limited
choice of
handsets
and cost

2. Royalty
issues

3. State may
not promote

CDMA like
was against
blackberry
QNX based

CDMA failed, but the sea
change was lower tariff,
no in-coming charges and
many more to the
customer

Today again a change is
brewing for the better and
once again it happens to

be Reliance though alone
unlike the past when it
had Tata along

JIO has based itself on
the 4G voice over internet
protocol a Verizon
mastered technology as I
understand. Suddenly
customer found free, all
that one used, Voice and
SMS and on top it all
bucket full of internet
access, keeping in the
spirit of digital India

I too picked up one on 31-1-17 from a street vendor that was to be free for sometime and later came at a very reasonable price, like all new technology it had and to some extent has teething problems

As I love to chat on travels and otherwise my work is to talk and try and solve issues of people who consult me that involves

teens to great grand old,
gives me a chance to chit
chat after consultation on
any subject of interest

Mostly, I get to learn
from the vibrant focussed
no nonsense youth who
are a lot interested in
technology other than
mis-trust of older
generation

I found that past history
not being that good most
Jio users had retained

their old number and where using jio for close user group of friends and family and to surf the net on cheap internet

Another use of jio number was to use app's like whats ápp and telegram on jio with old number

Like wise jio is not able to get that many portability as it should have got

With curtains down for
my personal favourite
CDMA it is volte and
2G/3G GSM

That like the retail has
scope for all to flourish

Old GSM players need
not fight jio, price by
price that would be self-
defeating in the long run,
rather have parallel volte
technology but not only
volte 4g as jio model. Vast
majority of consumers

use basic feature of voice
and sms on 2G/3G
technology

If they are offered at Rs.
100/- scheme in post-
paid/pre-paid that MTNL
offered, where Rs. 100/-
is charged every 100 days
irrespective whether used
or not.,.

will help retain number
without porting

.,. *think about*

***There is room for all
In, The Retail sector
&
The Telecom sector***

Znivarar

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